Amendments to the Claims:

This listing of claims will replace all prior versions and listings of the claims in the application:

Listing of Claims:

1. (Currently Amended) A networked sales method, comprising:

presenting, via a first network, item information associated with an item on a sales screen to a user[,];

communicating a variable price schedule for the item to the user, the variable price schedule including a plurality of price selections for the item;

receiving a reminder command associated with ~~an entry in the schedule~~ a selection of an entry in the variable price schedule from the user, the reminder command including a price selection from a the plurality of price selections for the item[,]; and

notifying the user when the entry in the variable price schedule is reached.

2. (Previously Presented) The method of claim 1 wherein the entry is a price entry and wherein the notifying notifies the user when the price entry is reached.

3. (Previously Presented) The method of claim 1 wherein the entry is a date entry and wherein the notifying notifies the user when the date entry is reached.

4. (Currently Amended) The method of claim 1 wherein the ~~step of~~ notifying of the user includes notifying ~~notifies~~ the user through a second network with a near-real-time alerting mechanism.

5. (Currently Amended) The method of claim 1 wherein ~~step of~~ notifying of the user includes notifying ~~notifies~~ the user through a wireless network.

6. (Currently Amended) The method of claim 1 wherein the notifying includes ~~a step of~~ presenting a purchase acceptance control to the user.

7. (Currently Amended) The method of claim 6 wherein the notifying notifies the user through a telephone network and wherein the ~~step of~~ presenting ~~a~~ of the purchase acceptance control requests that the user signal acceptance using dial keys for a telephone connected to the telephone network.

8. (Currently Amended) The method of claim 1 wherein acceptance of the reminder command in the ~~step of~~ receiving of a reminder command from the user is contingent on the receipt of contact information in a step of receiving contact information for the user, but wherein the ~~step of~~ presenting of the item is independent of the receipt of any contact information from the user.

9. (Currently Amended) The method of claim 1 wherein the ~~step of~~ receiving ~~a~~ of the reminder command is responsive to only a single click on a reminder control.

10. (Currently Amended) The method of claim 1 wherein the ~~step of~~ presenting ~~further presents~~ of the item information includes presenting the plurality of price selections for the item including a plurality of time-separated price choices from a falling-price schedule.

11. (Currently Amended) The method of claim 1 wherein the ~~step of~~ presenting ~~further presents~~ of the item information includes presenting ~~a plurality of price choices~~ the plurality of price selections for the item including a present price and at least one future price, and further including ~~the step of~~ displaying a present purchase control button next to the present price and a future purchase control button next to the future price.

3

12. (Previously Presented) A network sales system for use in communicating with a sales server via a network, comprising:

an item information area in a first terminal and responsive to the sales server via the network, and

a plurality of reminder request controls in the first terminal for the same item identified in the item identification area and having outputs provided to the sales server via the network.

13. (Previously Presented) The system of claim 12 further including an alert signal generator in a second terminal, wherein the alert signal generator is also responsive to the sales server.

14. (Previously Presented) The system of claim 12 further including a reminder purchase offer control responsive to the sales server.

15. (Previously Presented) The system of claim 12 wherein the reminder request controls are responsive to only a single click on a reminder control.

16. (Previously Presented) The system of claim 12 wherein the item information area is operative to present a series of time-separated future price choices from a falling-price schedule, and wherein the future time-separated price choices are each associated with a one of the plurality of reminder request controls.

17. (Currently Amended) A networked sales system, comprising:

means for presenting via a first network item information associated with an item on a sales screen to a user[,];

means for communicating a variable price schedule for the item to the user, the variable price schedule including a plurality of price selections for the item;

4

means for receiving a reminder command associated with ~~an entry in the schedule~~ a selection of an entry in the variable price schedule from the user, the reminder command including a price selection from ~~a~~ the plurality of price selections for the item[,]; and

means for notifying the user when the entry in the variable price schedule is reached.

18 – 28. (Cancelled)

29.   (Previously Presented) The method of claim 1, wherein the presenting of the item information includes:
        displaying an item identifier for an item on a sales screen, and
        displaying a price box for the item on the sales screen.

30.   (Currently Amended) The method of claim 29 wherein the displaying ~~an~~ of the item identifier includes ~~a step of~~ displaying an image of the item on the sales screen and wherein the ~~step of~~ displaying ~~an~~ of the price box displays the price box proximate the image of the item.

31.   (Previously Presented) The method of claim 29 wherein the displaying ~~an~~ of the item identifier includes ~~a step of~~ displaying an image on the sales screen and wherein the ~~step of~~ displaying ~~a~~ of the price box displays the price box to overlap the image of the item.

32.   (Previously Presented) The method of claim 29 wherein the displaying ~~a~~ of the plurality of price choices displays the plurality of choices as a series of user price selection controls.

33.   (Previously Presented) The method of claim 1 wherein the communicating of the variable price schedule to the user includes displaying at least one of the user price selection controls as a control that is responsive to a single actuation to place a bid on the item.

34.   (Cancelled)

35.   (Original) The method of claim 29 wherein the price box has one curved edge.

36.   (Original) The method of claim 29 wherein the price box has a circular marking near one of its edges.

37.   (Currently amended) The method of claim 29 further including displaying price boxes for different items and further ~~steps of~~ displaying price choices for those items on the same screen.

38.   (Previously Presented) The method of claim 37 further including displaying an image for each of the items on the sales screen.

39.   (Previously Presented) The method of claim 29 further including the displaying further price information for the item in response to user interaction with the price box.

40.   (Previously Presented) The method of claim 39 wherein the displaying further price information displays the information in a window that overlays an area of the screen in which the price box and the item identifier are displayed.

41.   (Previously Presented) The method of claim 39 wherein the displaying is responsive to the user locating a pointing device cursor above a screen area associated with the item.

42. (Original) The method of claim 29 wherein the price box further includes an accessorize button that is responsive to user input to retrieve information about items available that complement the item for which the price box is displayed.

43. (Previously Presented) The method of claim ~~29~~ 1 wherein the communicating of the variable price schedule includes displaying a present price and a present purchase control button next to it.

44. (Previously Presented) The method of claim 1 wherein the communicating of the variable price schedule includes displaying a future price and a future purchase control button next to it.

45. (Previously Presented) The method of claim 1 wherein the communicating of the variable price schedule includes displaying the plurality of choices as a series of displayed price values each located proximate one of a plurality of purchase control buttons, and wherein the plurality of purchase control buttons includes at least one present purchase control button and at least one future purchase control button.

46. (Previously Presented) The method of claim 1 wherein the communicating of the variable price schedule includes displaying the plurality of choices a series of displayed price values each located proximate one of a plurality of purchase control buttons.

47. (Previously Presented) The system of claim 12, wherein the item information area includes:

an item identification area responsive to the sales server via the network,

a plurality of price choice selection controls for the item and having outputs provided to the sales server via the network, and

a price box substantially surrounding the plurality of price choice selection controls.

48. (Cancelled)